RJ REYNOLDS

TOBACCO COMPANY

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September 22, 1997

RJR Account #«SIS»
«NAME»
«ACCOUNT»

NOVEMBER DORAL B2G1F / PROMOTION #701647

Dear «GREETING»:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **«SKUS»** skus of B2G1F Displays (Item #533174) to pack and ship this promotion to your participating retail accounts. ***«COMMENTS»***

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-24488	**«STYLE1»**
Light Men 100	12300-24492	**«STYLE1»**
Light 100	12300-24489	**«STYLE1»**
FF 100	12300-24490	**«STYLE2»**

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

«PO»

Product / Premium Arrival:	**October «SHIPDATE», 1997**
Ship Date to Retail:	**Week of: October 27, 1997**
SKU CUBE :	**1.0195**
SKU WT (w/o Product):	**1.7300 lbs**
Retail Sales Offer per Sku:	**21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$«EFT»**

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Source: https://www.industrydocuments.ucsf.edu/docs/pfjn0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)

EACH DISPLAY WILL CONTAIN **21 B2G1F OFFERS**, AND EITHER **7** OR **8** LOOSE LIVE PACKS.
(**7** PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»
Enclosures:
- Customer List
- Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/pfjn0000

RJ Reynolds
Tobacco Company

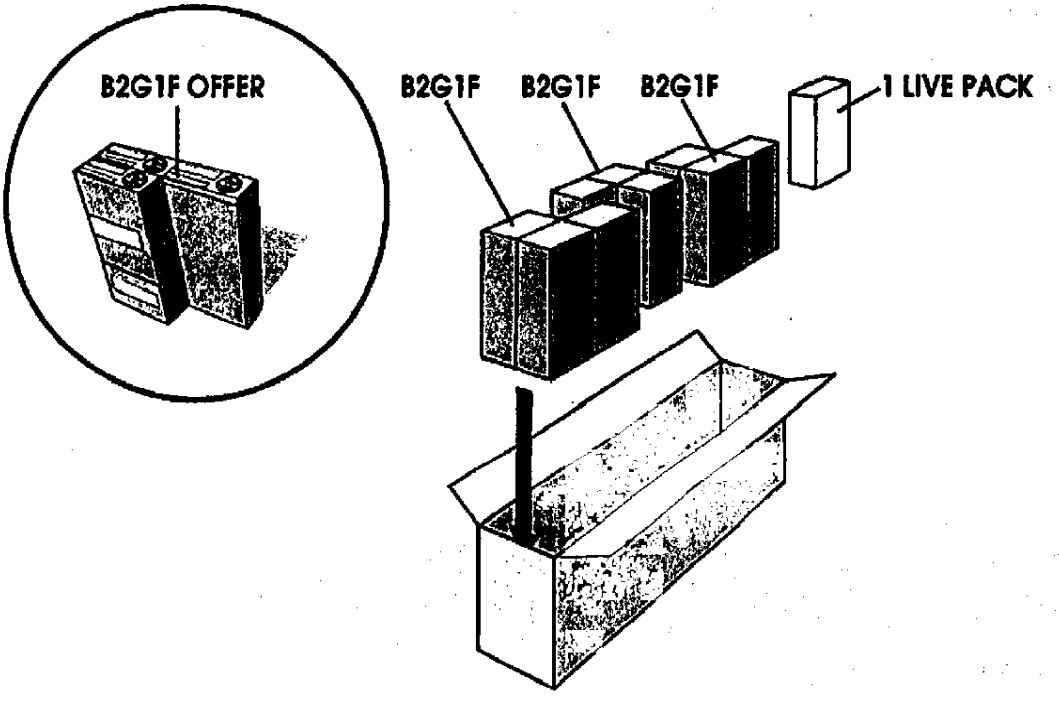
To All RJR Retail Partners:

Promotional Packing Explanation Sheet

Consumer Offer: Buy 2 Packs Get 1 Pack Free Promotion

Each Display Contains 7 Unpromoted Loose Packs (1 Unpromoted Loose Pack Per Carton)

IMPORTANT NOTE: This is not a mistake at your wholesaler. Do not return this product to your wholesaler. Place this live product into your regular inventory.



Shipper Contents: 7 Cartons of Product Offers

Per Carton Packing: 3 - Buy 2 Get 1 Free
1 - Live Pack
(7) Live Packs and 3 Complimentary

Total Contents Equals: 21 Saleable B2G1F Units
7 Live Packs

As always, thank you for your assistance in the marketing of our products. If you have any questions regarding this shipment, please contact your RJR Representative.

Item No. 532082

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INCLUDE WITH EACH PROMOTION:

✓ SADO GAS: CID #1260-00-00 (DERIGO)	@ 2 SKUS PER STORE (OR TEMPLATE DESIGNATION)
✓ J-MART: CID #2803-00-00 ~~(TRIPH)~~ McLane	@ 1 SKU PER STORE (OR TEMPLATE DESIGNATION)
✓ JOLLEY: CID #2681-00-00 (DOWLINGS)	@ 1 SKU PER STORE (OR TEMPLATE DESIGNATION)
✓ SUGAR CREEK: CID #1227-00-00	@ 1 SKU PER STORE
✓ A-PLUS: CID #0362-02-XX AND CID #0362-04-XX	@ 1 SKU PER STORE (OR TEMPLATE DESIGNATION)
N/A STEWARTS: CID #0548-00-00	CHECK W/ D. KEENEY
N/A BRYNE DAIRY: CID #1160-00-00	CHECK W/ D. KEENEY
✓ DAIRY MART DEFENSE STORES ('DEF' ACCOUNT GROUP)	ADD SKUS TO TEMPLATE AS DESIGNATED ON EXCEL FORM
✓ WAM ACCOUNTS	ADD TO MOUNTAIN CANDY AS INDICATED ON WORK PLAN
N/A WILSON FARMS: CID #4027-05-00	CHECK W/ RMD FOR PREMIUM PROMOTIONS ONLY
N/A PHARMOR: CID #2955-00-00	CHECK WITH ROU 1710
✓ PAKAM: SUB-SUB-JOBBER (KLEIN)	CHECK WITH ROU 1210 FOR NUMBER OF SKUS TO BE ADDED TO KLEIN TEMPLATE

JC

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